

Product Sales Manager Lite – Cleveland Tramrail TITLE: [Click or tap here to enter text.](#)

DEPARTMENT: Sales

REPORTS TO: Director of Sales and Sales Channel Manager

BENEFITS: Medical, dental, vision, life insurance, short and long term disability insurance, paid time off package, 401k with company contribution, FSA or HSA options, educational assistance, dependent scholarship program, onsite fitness center, and much more!

General Responsibilities:

This is a part time role (50%). Manages the national sales activities for a manufactured product sold through an international dealer network. Develops sales plans, strategies, objectives, and work procedures in accordance with broad corporate marketing objectives. Develops and maintains relationships with distributors. Develops the product objectives for the factory and field sales/independent representatives.

Specific Duties:

- Provides leadership to motivate, and support efforts of dealers and sales staff to accomplish performance objectives.
- Contributes to and implements strategic sales plans to accommodate corporate product goals
- Manages sales forecasting activities and contributes to the setting of performance goals accordingly
- Works with Sales Channel Managers to assist in channel development activities
- Analyzes previous sales, trends and results to validate the effectiveness of sales programs and strategies
- Travels with Regional Managers to observe, educate, and evaluate performance; meets with key clients, assisting Regional Managers with maintaining relationships, training distributors and negotiating and closing sales.
- Represents the products as the product expert
- Represents the Company at trade shows and industry seminars
- Helps develop product training content for both internal and external customers
- Works with the Regional Managers to develop winning sales strategies during competitive situations
- Develops plans to counter/eliminate competitive pressures
- Helps identify high potential markets and applications, and works with Product Marketing Manager to develop strategies and needed sales collateral.
- Identifies and communicates product improvements and works with a cross functional team to implement improvements
- Participates on cross-functional product development teams assisting with sales estimates, channel and market information, product specifications and launch plans and deployment.
- Participates in industry organizations in order to grow sales, network, and improve the products
- Manages and provides leadership and development to the Technical Sales Support Rep for product lines
- Reports on the health and activity of the product lines to the senior management group
- Helps support the international sales force through training, tradeshow attendance, and channel development, when needed.
- Contributes to the annual business line vision for each product.
- Works with Product Marketing Manager to develop and prioritize product enhancements based on customer feedback and working knowledge.
- Evaluates product enhancements for production readiness and the satisfaction of market specs.
- Communicates voice of customer feedback to the company and works with a cross functional team to address the feedback.
- Evaluates and maintains margins when dealing with competitive selling situations.
- Carries out active discussion and relationship building with customers.
- Other duties as necessary.

Job Qualifications:

- Ability to balance and advance customer and organizational needs
- Excellent data analytical skills with a proficiency to summarize and communicate findings
- Ability to assess improvement opportunities and develop strategies to implement improvements
- Excellent communication (written & verbal) and interpersonal skills
- Exceptional proven leadership skills in a technical environment
- Demonstrate personal leadership and coaching skills at all times
- Must have a high mechanical - technical aptitude and/or experience
- Proficiency in Microsoft Office Suite products
- Personal characteristics are equally important to experience and knowledge. Critical personal characteristics include:
 - High self-awareness and emotional maturity, low ego
 - High level of integrity and trustworthiness
 - High customer and quality focus
 - Continuous improvement mindset
 - Optimism
 - Willingness and comfort with giving and receiving feedback
 - Excellent listening skills
 - High action orientation
- Bachelor's Degree in Business, Marketing, or related field preferred with a minimum of 5 years in sales
- Ability to travel domestically, up to 25% of the time for this product.
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Core Competencies to be Successful:

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Work Environment:

ADA Physical/Mental/Workplace Requirements

- Click or tap here to enter text.

To apply for this position, please complete an [employment application](#) and send to careers@gorbel.com.

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